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Monday, Oct. 4, 2010

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If you or your company have benefited from MEA programs or incentives, you could be the next feature of

## MICA students design interactive energy-saving mobile information station for MEA's EmPower Maryland campaign



BALTIMORE — [Maryland Institute College of Art \(MICA\)](#) and the [Maryland Energy Administration \(MEA\)](#) have partnered to develop an energy-saving interactive mobile information station that demonstrates to users how to save money and reduce power consumption with simple behavior changes. The exhibit, EmPower Maryland: You Owe It to Yourself, is the product of a year and a half partnership with the MEA and MICA's Center for Design Practice (CDP) on designing innovative communication strategies for the state's campaign on energy efficiency, EmPOWER MARYLAND. MEA is launching this exhibit with a statewide eight-college tour beginning at MICA through Wednesday, Sept. 22 in the Brown Center's Leidy Atrium (1301 W. Mount Royal Ave.).

The modular 10" x 10" translucent box made with eco-resin, an eco-friendly, recycled material, is a participatory experience in which the users interact with the exhibit and calculate a number that represents their personal savings from energy-efficient behaviors by 2015. MEA's campaign is designed to educate and inspire Marylanders to reduce energy consumption statewide by 15 percent by 2015, and to live more sustainable lives.

"The Maryland Energy Administration continually seeks ways to support our local communities through the promotion of energy resources, incentives and reliable information statewide. Our multi-year partnership with MICA is a true reflection of innovative, grassroots and fun educational outreach that integrates compelling design concepts with solid energy information," says Christina Twomey, spokesperson for MEA and the director of this initiative. "We encourage the public to visit this exhibit as it travels across Maryland and to learn about combinations of energy saving measures that are most appropriate for their homes and lifestyles; as in many cases, these measures do not require a financial investment, but do add up to big results towards saving money and the environment."

our newsletter.

Please submit your story for consideration to [meainfo@energy.state.md.us](mailto:meainfo@energy.state.md.us) or call our office for more details: 410-260-7655.



The exhibit will travel for the 2010-11 school year to seven additional college campuses across the state as a mobile information station designed by MICA students and promoted by MEA. The tour continues to University of Maryland, Baltimore County, Thursday, Sept. 23–Friday, Oct. 1; Johns Hopkins University, Monday, Oct. 18–Friday, Oct. 29; and tentative dates at the University of Maryland, College Park; Salisbury University; Towson University; Morgan State University; and one additional location to be determined. It will be installed at each school for approximately three to four weeks.

For another great opportunity to experience the mobile information station, be sure to attend the Maryland Clean Energy Summit on Monday, Oct. 4 in Baltimore. For more information or to register for the event, go to [MDCleanEnergySummit.org](http://MDCleanEnergySummit.org).

[Read the full MICA press release.](#)

Get more information about the [Maryland Institute College of Art](#).

Get more information about the [Maryland Energy Administration](#).

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[The Maryland Energy Administration](#) offers a wide variety of resources, strategies and information to help you reduce your energy consumption, increase your understanding of alternative energy, and ultimately help [EmPower](#) fellow Marylanders to take control of our energy future. For more detailed information, please bookmark MEA's website: <http://www.energy.maryland.gov>